Dissertation on

Online Banking and It's Adoption In India

Submitted By :

Ayush Gupta

2K15/MBA/18

Under the Guidance of :

Dr. Meha Joshi

Assistant Professor

Delhi School of Management

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

May, 2017

CERTIFICATE

This is to certify that the project report titled " Online Banking and Its Adoption In India" submitted by Ayush Gupta, in partial fulfillment of the requirement for the award of Master of Business Administration by Delhi School of Management, Delhi Technological University is a record of candidate's own work carried out by him under my supervision.

The matter embodied in the report is original and has not been submitted for the award of any degree.

Dr. Meha Joshi

Assistant Professor

Delhi School of Management.

DECLARATION

I Ayush Gupta (2K15/MBA/14), student of Delhi School of Management would like to state that I have pursued research project under guidance of Dr, Meha Joshi. The report of the title work entitled "**Online Banking and It's Adoption in India**", is based on my work

I assure that the statements made and conclusions drawn are an outcome of the project work. I further declare that to the best of my knowledge and belief that the project does not contain any part of any work which has been submitted for the award of any other degree/diploma/certificate in this organization or any other organization.

Date:

Place:

Ayush Gupta
2k15/MBA/18
Delhi School of Management
Delhi technological University

ACKNOWLEDGEMENT

“Successful Passage and outcomes of every work comes with dedication, determination and team work. All these turn futile in absence of a visionary guidance.”

I gratefully acknowledge my profound indebtness towards my esteemed guide, Dr. Meha Joshi for her invaluable guidance, excellent supervision and constant encouragement during the entire duration of the project work. This project would never have been possible without his guidance and supervision.

I would also like to express my sincere thanks to Ms. Khusboo, Research Scholar, DSM DTU for her valuable guidance in different stages of Project.

And last but not the least I am heartily thankful to my friends who directly or indirectly helped me in the successful completion of the project.

Ayush Gupta

2K15/MBA/18

Delhi School of Management

Delhi technological University

ABSTRACT

The purpose of this study has been to study Online Banking and the factors which affect the adoption of Online Banking in India and build a comprehensive model for the same. A semi structured questionnaire with 22 questions was administered to 200 respondents for the purpose of collecting information on five variables which were drawn from previous online banking literature and related to the context of a developing country .Several statistical techniques were used to find a suitable model explaining the factors which lead to adoption of online banking. It was found out that Internet banking Awareness, Quality of Internet and Computer Self Efficacy were the major factors which contributed to the adoption of online banking in India.

CHAPTER 1

1.1 Introduction

Banking has come a long way since the days of regular visits to tellers. Now a customer can take a picture of a check with his phone to deposit it into a savings account. The evolution of online banking started in the 1980s when the definition and the practice of internet banking were far different than what exists today. “The application of internet technologies to businesses for improvements in their performances is not something new. As stated by Saffu et al. (2008),” there is an increase in applications of e-commerce in businesses in the past ten years. “The benefits of e-commerce include reduction in cost, increasing business opportunities, reducing lead time and providing a more personalized service to the consumers (Turban et al., 2008).” One e-commerce tool that is being adopted by the banking industry is online banking or e-banking. IT tools such as online banking have provided an improvement in services among the banking industry (Dawes and Rowley, 1998)”. There are currently more than thousands of e-banking web sites all over the world (Gurau, 2002).” Although online banking has been implemented in many developed countries such as the United States and those in Europe (Pikkarainen et al., 2004), there is a growing trend in the adoption of online banking by banks in developing countries too (Gurau, 2002).” One developing country, which has been growing rapidly in recent years is India.(PhanCuNhan, 2005).

1.2 What Is Online Banking?

When the term “online banking” initially gained popularity in the late 1980s, the phrase referred to the use of a terminal, keyboard, and television or computer monitor to access one’s bank account using a landline telephone. Now the online banking definition, or internet banking definition, includes any electronic payment system that allows customers of a financial institution to conduct financial transactions through the financial institution’s website. Today, online banking services include mobile internet banking technology, such as person-to-person payment smartphone apps and text banking.

Online banking,” also known as internet banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website”. The online banking system will typically connect to or be part “of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services”.

To access a financial institution's online banking facility, a customer with internet access would need to register with the organization for the service, and set up a password and other credentials for customer verification." The credentials for online banking is usually not the same as for telephone or mobile banking. Financial institutions now routinely allocate customers numbers, whether or not customers have indicated an intention to access their online banking facility. Customer numbers are usually not the same as account numbers because a number of customer accounts can be linked to the one customer number. Technically, the customer number can be linked to any account with the financial institution that the customer controls, though the financial institution may limit the range of accounts that may be accessed to, say, cheque, savings, loan, credit card and similar accounts."

The customer visits the financial institution's secure website and enters the online banking facility using the customer number and credentials previously set up. The financial institution determines the types of financial transactions which a customer may transact through online banking, but usually includes obtaining account balances, a list of the recent transactions, electronic bill payments and funds transfers between a customer's or another's accounts. "Most banks also enable a customer to download copies of bank statements, which can be printed at the customer's premises (some banks charge a fee for mailing hard copies of bank statements). Some banks also enable customers to download transactions directly into the customer's accounting software. The facility may also allow the customer to order a cheque book, statements, report loss of credit cards, stop payment on a cheque, advice change of address and other routine actions".

1.3 The Advantages of Online Banking

Bank customers are now accustomed to being able to manage their finances online, 24 hours a day, seven days a week, said Tyler Mc Convill, a digital marketing manager with Bank of Internet USA, the oldest online bank dedicated to service via the internet. This supreme convenience is a major selling point of internet banking. Other advantages of online banking include:

Better rates: Because online-only banks lack the overhead costs associated with brick-and-mortar banks, online banks can pass on the savings to customers in the form of better interest rates.

Ease of use: Customers can quickly and easily monitor balances, check on spending and be alerted to low balances. Services and Tools: Resources such as online bill payment and online tax forms, loan calculators, budgeting tools and even investment analysis tools are often available — and usually free of charge.

Mobility: Access to a bank account and up-to-date balance information are available to customers any time they have a device with an internet connection. Customers can access their accounts seamlessly from computers, tablets, and smartphones.

Electronic transfers: Transferring money between accounts and banks is as easy as signing into an online banking account and clicking through a few steps.

Environmental friendliness: Banking online can go hand in hand with paperless notifications. “Customers are given a choice to opt out of paper statements and mail. Instead, they can be reached via the message center within their online bank account, by email or even by text message”.

Security alerts: With 24/7 access to their online banking accounts and balance information, customers can be alerted to unusual activity and security breaches almost immediately.

1.4 Literature Review

Till 1990s, the banking industry was controlled by public sector banks(PSBs) that made up almost Ninety Five per cent of the banking industry. Today, private banks constitute 25 percent of the banking industry and have established a large customer base and are present countrywide. The implementation of information and communication technology in banking was pioneered by private banks in the period of 1997-1998. These banks gained major competitive advantage because of extensive and effective use of information technologies. The organizational environment in public sector banks was not favourable toward introduction of automation and technology until the late 1990s. Owing to the highly competitive environment, both the private and public sector banks have shown advancement in implementing internet-based technologies for banking since the last few years. The national economy is expected to grow in the range of 8 per cent over the coming years; this unparalleled magnitude of growth would necessitate a significant growth in banking activity. Technology can become a strategic priority as banks attempt to cope with the substantial anticipated increase in the number of customers, competition and demand for a variety of service offerings, as well as expected service quality. Several researches have been made in the past with the underlying topic of study as adoption of online banking in the developing country .Most of the have taken into account the various factors of consumer behavior while some have taken into account the factors in the context of developing countries such as infrastructure and awareness of online banking. Most studies have used regression analysis, analysis of variance , structured equation model for establishing the relationship between the variable selected and finding out the best fit of variables for the given result. In this study also, multiple linear regression and analysis of variance has

been used to find relationship between the selected variables. The variables have been selected after giving due consideration for previous online banking literature as well as present context of the developing countries.

CHAPTER 2

INFORMATION COMMUNICATION TECHNOLOGY AND ONLINE BANKING

In today's era, banking environment has become highly competitive . "To be able to survive and grow in the changing market environment, banks are going for the latest technologies, which is being perceived as an enabling resource that can help in developing learner and more flexible structure that can respond quickly to the dynamics of a fast changing market scenario". It is also viewed as an instrument of cost reduction and effective communication with people and institutions associated with the banking business. The Software Packages for Banking Applications in India had their beginnings in the middle of 80s, when the Banks started computerizing the branches in a limited manner. The early 90s saw the plummeting hardware prices and advent of cheap and inexpensive but high powered PC's and Services and banks went in for what was called Total Branch Automation (TBA) packages". The middle and late 90s witnessed the tornado of financial reforms, deregulation globalization etc. coupled with rapid revolution in communication technologies and evolution of novel concept of convergence of communication technologies, like internet, mobile/cell phones etc. "Technology has continuously played on important role in the working of banking institutions and the services provided by them.

Information Technology enables sophisticated product development, better market infrastructure, implementation of reliable techniques for control of risks and helps the financial intermediaries to reach geographically distant and diversified markets. Internet has significantly influenced delivery channels of the banks. "Internet has emerged as an important medium for delivery of banking products and services."

In India, banks as well as other financial entities entered the world of information technology and with Indian Financial Net (INFINET). "INFINET, a wide area satellite based network (WAN) using VSAT (Very Small Aperture Terminals) technology, was jointly set up by the Reserve Bank and Institute for Development and Research in Banking Technology (IDRBT) in June 1999".

The Indian Financial Network (INFINET) which initially comprised only the public sector banks was opened up for participation by other categories of members. The first set of applications that could benefit greatly from the use of technological advances in the computer and communications area relate to the Payment systems which form the lifeline of any banking activity. The process of reforms in payment and settlement systems has gained momentum with the implementation of projects such as NDS ((Negotiated Dealing System), CFMS (Centralized Funds Management System) for better funds management by banks and SFMS (Structured Financial Messaging

Solution) for secure message transfer. “This would result in funds transfers and funds-related message transfer to be routed electronically across banks using the medium of the INFINET. Negotiated dealing system (NDS), which has become operational since February 2002 and RTGS (Real Time Gross Settlement system) scheduled towards the end of 2003 are other major developments in the area. Internet has significantly influenced delivery channels of the banks”. Internet has emerged as an important medium for delivery of banking products &services. Detailed guidelines of RBI for Internet Banking has prepared the necessary ground for growth of Internet Banking in India. The Information Technology Act, 2000 has given legal recognition to creation, trans-mission and retention of an electronic (or magnetic) data to be treated as valid proof in a court of law, except in those areas, which continue to be governed by the provisions of the Negotiable Instruments Act, 1881.

2.1 Impact of IT on the Service Quality

The most visible impact of technology is reflected in the way the banks respond strategically for making its effective use for efficient service delivery. This impact on service quality can be summed up as below:

With automation, service no longer remains a marketing edge with the large banks only. Small and relatively new banks with limited network of branches become better placed to compete with the established banks, by integrating IT in their operations The technology has commoditizing some of the financial services. Therefore the banks cannot take a lifetime relationship with the customers as granted and they have to work continuously to foster this relationship and retain customer loyalty. The technology on one hand serves as a powerful tool for customer servicing, on the other hand, it itself results in depersonalizing of the banking services. This has an adverse effect on relationship banking. A decade of computerization can probably never substitute a simple or a warm handshake. In order to reduce service delivery cost, banks need to automate routine customer inquiries through self-service channels. To do this they need to invest in call centres, kiosks, ATM's and Internet Banking today require IT infrastructure integrated with their business strategy to be customer centric.

2.2 Impact of IT on Banking System

The banking system is slowly shifting from the Traditional Banking towards relationship banking. Traditionally the relationship between the bank and its customers has been on a one-to-one level via the branch network. This was put into operation with clearing and decision making responsibilities concentrated at the individual branch level. The head

office had responsibility for the overall clearing network, the size of the branch network and the training of staff in the branch network. The bank monitored the organization's performance and set the decision making parameters, but the information available to both branch staff and their customers was limited to one geographical location.

CHAPTER 3

ONLINE BANKING OPPERTUNITIES AND FEATURES

3.1 Features of Online Banking

1. Easy Electronic Fund transfer facility.
2. Better efficiency in Customer relationship management.
3. Making the Payments of bills like electricity, telephone bills, and mobile recharge.
4. It introduces virgin & innovative banking products & services.
5. It can view of balance of accounts and statement
6. E-banking can bring doorstep services.
7. Balance and transaction history search.
8. Transaction history export" .
9. Order mini statements .
10. Mobile banking.
11. Pay Anyone payments Multi Payments .
12. SMS banking services.

3.2 Electronic Banking and its Utilization

Electronic Banking or Internet Banking is the latest in the series of technological wonders of the recent past. ATMs, Tele-Banking, Internet Banking, Credit Cards and Debit Cards have emerged as effective mediums for traditional banking products. Banks know that the Internet opens up new horizons for them and moves them from local to global frontiers. IB refers to systems that enable bank customers to get access to their accounts and general information on bank products and services through the use of bank's website, without the intervention or inconvenience of sending letters, faxes, original signatures and telephone confirmations. It is the types of services through which bank customers can request information and carry out most retail banking services such as balance reporting, interaccount transfers, bill-payment, etc., via telecommunication network without leaving their home/organization. It provides worldwide connection from any location worldwide and is universally accessible from any internet linked computer. Information technology developments in the banking sector have speed up communication and transactions for clients. It is vital to extend this banking feature to clients for maximizing the advantages for both clients and the banks. Internet is the cheapest delivery channel for banking products because it allows the entity to reduce their branch networks and derease the number of service staff". The navigability of the Website is a very important part of IB because it can become one of the biggest competitive advantages of a financial entity. Bankers consider 'minimizes inconvenience', 'minimizes cost of transactions' and 'time saving' to be important benefits and 'chances of government access', 'chances of fraud' and 'lack of Information

security' to be vital risks associated with electronic banking. “Due to increase in technology usage the banking sector's performance increases day by day. IB is becoming the indispensable part of modern day banking services”

3.3 Internet facilities.

It gives an ever-growing market both in terms of number of potential customers and geographical reach. Latest Technology and productive development has made access to Internet both cheaper and faster. More and more people across the globe are accessing the net either through PCs or other devices. The purchasing power and need for quality service of this segment of consumers are considerable. Anybody accessing Internet is a potential customer irrespective of his or her location. Thus, any business targeting final consumers cannot ignorethe business potential of Internet.

3.4 Unique opportunities.

Internet offers a unique opportunity to register business presence in a global market. Its effectiveness in disseminating information about one's business at a relatively cost effective manner is tremendous. Time sensitive information can be updated faster than any other media. A properly designed website can convey a more accurate and focused image of a product or service than any other media. Use of multimedia capabilities, i.e., sound, picture, movies etc., has made Internet as an ideal medium for information dissemination. However, help of other media is necessary to draw the potential customers to the web site”.

3.5 Costs

Cost is an important issue in an e-venture. It is generally accepted that the cost of overhead, servicing and distribution, etc. through Internet is less compared to the traditional way of doing business. Although the magnitude of difference varies depending on the type of business and the estimates made, but there is unanimity that Internet provides a substantial cost advantage and this, in fact, is one of the major driving forces for more number of traditional businesses adapting to e-commerce and pure e-commerce firms to sprout.

The Quality of Service.

It is a key feature of any e-commerce venture. The ability to sell one's product at anytime and anywhere to the satisfaction of customers is essential for e-business to succeed. Internet offers such opportunity, since the business presence is not restricted by time zone and geographical limitations. Replying to customers' queries through e-mail, setting up (Frequently Asked Questions) FAQ pages for anticipated queries,

offering interactive help line, accepting customers' complaints online 24 hours a day and attending to the same, etc. are some of the features of business.

Cost of communication

Cost of communication through WWW is the least compared to any other medium. Many a time one's presence in the web may bring in international enquiries, which the business might not have targeted. The business should have proper plans to address such opportunities

CHAPTER 4

THE CONCERNS FOR ONLINE BANKING

4.1 Risks Involved

Strategic Risk

This is the current and prospective risk to earnings and capital arising from adverse business decisions or improper implementation of business decisions. Many senior managers do not fully understand the strategic and technical aspects of Internet banking. Spurred by competitive and peer pressures, banks may seek to introduce or expand Internet banking without an adequate cost-benefit analysis. The organization structure and resources may not have the skills to manage Internet banking.

Transaction risk

This is the current and prospective risk to earnings and capital arising from fraud, error, negligence and the inability to maintain expected service levels. A high level of transaction risk may exist with Internet banking products, because of the need to have sophisticated internal controls and constant availability. Most Internet banking platforms are based on new platforms which use complex interfaces to link with legacy systems, thereby increasing risk of transaction errors. There is also a need to ensure data integrity and no repudiation of transactions. Third-party providers also increase transaction risks, since the organization does not have full control over a third party. Without seamless process and system connections between the bank and the third party, there is a higher risk of transaction errors.

Compliance Risk

This is the risk to earnings or capital arising from violations of, or non- conformance with, laws, regulations and ethical standards. Compliance risk may lead to diminished reputation, actual monetary losses and reduced business opportunities. Banks need to carefully understand and interpret existing laws as they apply to Internet banking and ensure consistency with other channels such as branch banking. This risk is amplified when the customer, the bank and the transaction are in more than one country. Conflicting laws, tax procedures and reporting requirements across different jurisdictions add to the risk. The need to keep customer data private and seek customers' consent before sharing the data also adds to compliance risk. Customers are very concerned about the privacy of their data and banks need to be seen as reliable guardians of such data. Finally, the need to consummate transactions

immediately (straight-through processing) may lead to banks relaxing traditional controls, which aim to reduce compliance risk

Security Risk

Arises on account of unauthorized access to a bank‟s critical information stores like accounting system, risk management system, portfolio management system, etc. Other related risks are loss of reputation, infringing customers privacy and its legal implications, etc. Attackers could be hackers, unscrupulous vendors, disgruntled employee or even pure thrill seekers. In addition to external attacks banks are exposed to security risk from internal sources e.g. employee fraud. Employee being familiar with different systems and their weaknesses become potential security threats in a loosely controlled environment. They can manage to acquire the authentication data in order to access the customer accounts causing losses to the bank. Unless specifically protected, all data/ information transfer over the internet can be monitored or read by unauthorized persons.

Credit risk

This is the risk to earnings or capital from a customer's failure to meet his financial obligations. Internet banking enables customers to apply for credit from anywhere in the world. Banks will find it extremely difficult to verify the identity of the customer, if they intend to offer instant credit through the Internet. Verifying collateral and perfecting security agreements are also difficult. Finally, there could be questions of which country's (or state's) jurisdiction applies to the transaction

Although the advantages of online banking are significant, some critical problems of this modern means of banking do exist:

Diminished relationships: Because banking is conducted mostly and sometimes entirely online, there’s a lack of face-to-face interaction and little opportunity to develop relationships with customers and bank representatives.

Lack of comprehensive or specialized services: Brick-and-mortar banks can provide services such as notarizing financial documents, which can’t be done by an online bank.

Transaction issues: For clients who frequently deposit cash, online-only banks might not be as useful. Additionally, ATMs for some online-only banks can be hard to find.

Security issues: As with any institution in possession of secure data and personal information, online banks are vulnerable to security risks. Hacking, phishing, and viruses are some of the associated risks that banks try to provide protection against.

4.2 Pros and Cons of Internet Banking

Many people turn to online banking to meet their banking needs. Online banking is less expensive for banks because of the lack of paper and postage involved, so they encourage their customers to transition to online banking. Many clients continue to resist this push, feeling uncomfortable with their banking needs on a computer. Online banking comes with advantages and disadvantages, which are described below." Internet Banking Pros 24/7 banking services and flexibility are the advantages of online banking. Best interest rates on CDs and savings accounts that open online, a wide range of products and financial services. The advantages of internet banking are obvious. Business people can access their personal and business account information while keeping a trip to the bank. You can check your balance when you need it, even if the bank is closed. Not only that, but you can pay your bills online as well, which saves time and money on postage. Another advantage of Internet banking is the ability to easily compare services offered by different banks. You can buy financial products and apply for loans online, and by doing so, you can compare your choices to make sure you get the best services possible. You can even buy insurance online through internet banking services. Stocks and bonds and other investments can be managed with online banking from your home or independent office of a financial broker like a broker."

Convenience The main benefit of Internet banking for account holders is convenience. It allows an account holder to keep the account and perform basic transactions online for their bank account. From the privacy of your home, You can transfer funds, check your bank balance and pay your bills at any time

Bonuses There are some Internet banking companies like ING. Direct that will allow a customer to receive a monetary bonus by opening an account with them. The bonus depends on the promotion of the internet banking company is currently running.

Expedience Banking is often faster than "postal mail". Many payments can be made within 24 hours. Schedule payments You can schedule a transaction today. This allows you to pay your bills at once without the money immediately coming out of your account.

Paperless Banking has no paper. Paperless banking is respectful of the environment, but many people feel more comfortable having a paper trail when they pay their bills.

Cons of Internet Banking Internet banking .

Electronic banking can provide customers with access to their accounts at any time from any computer or smart phone." This banking style has a lot of advantages, including 24-hour account monitoring, the ability to bank from anywhere and fast transactions". However, this system has some distinct disadvantages, too.

Limited Access

If an individual opens an account with an on-line bank account, If the bank account owner can not find a location with Internet access, she will be able to perform transactions on her banking account.

Difficulty in Resolving Disputes

When using an Internet banking account, the account owner may have no face to face interaction with a banker.This can make resolving disputes more difficult as the account holder will have to make a phone call and possibly wait on hold, or be forced to send an email.

Security Concerns

Conducting your banking over the Internet can be a significant risk of scams and fraud. Make sure that you have access to all the information you need. With hacking and identity theft on the rise, Internet banking customers have to place a certain amount of trust in the bank that their account information and personal information are safe. Many people worry about hackers accessing their bank accounts. Also, family or friends could steal your password and access your account information.

Identity Confirmation

Federal requirements require that financial institutions confirm each customer's identity. This may present a logistical issue, as copying and faxing documents is sometimes necessary

CHAPTER 5

OBJECTIVE OF THE RESEARCH AND RESEARCH METHODOLOGY

5.1 Primary Objective

The Objective of the research is to study and analyse the various factors which influence the adoption of online banking services in India .

Secondary Objective:

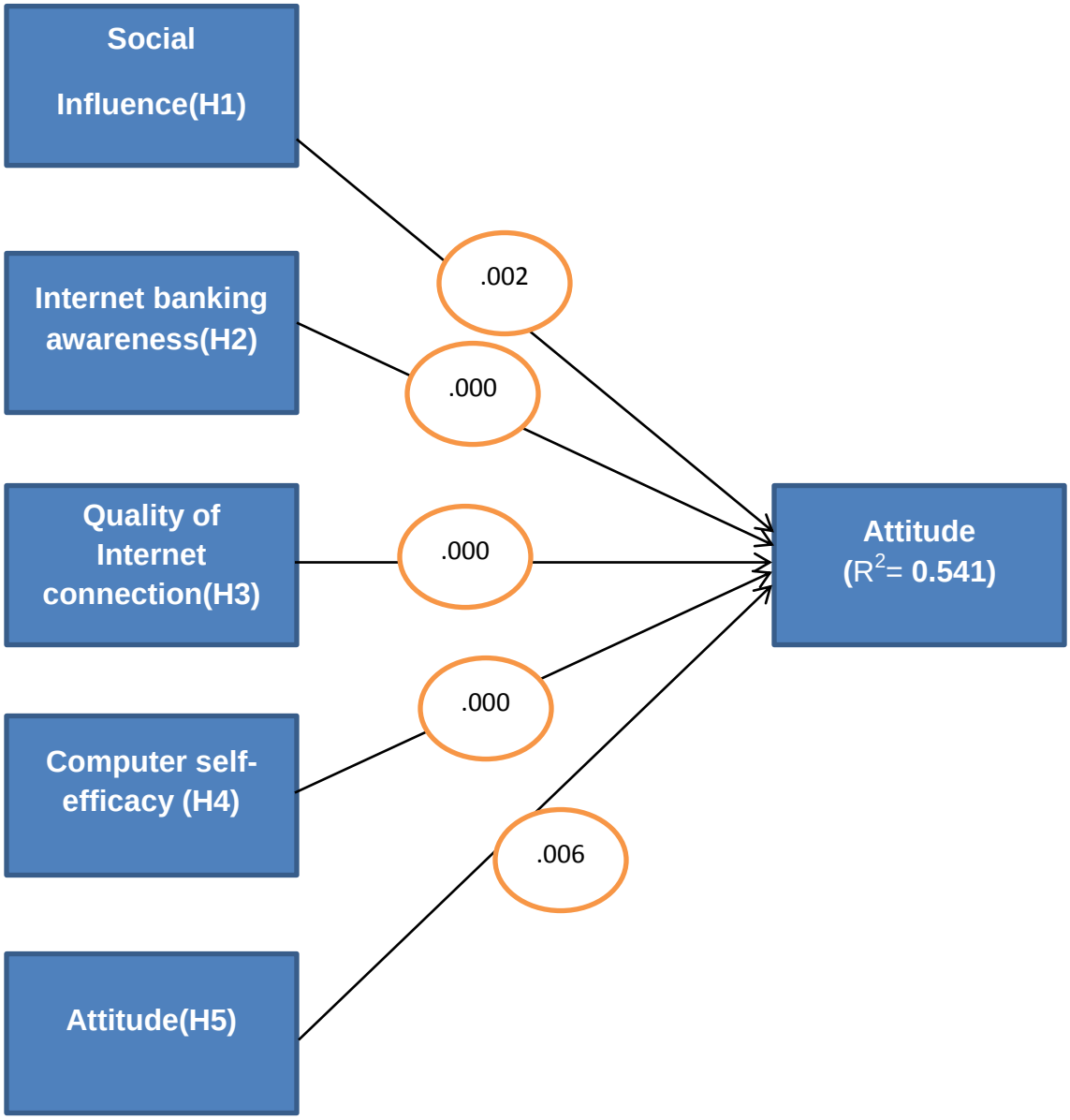
To enable Internet banking service providers in developing countries to design and formulate new service offerings or modify the existing products to better suit the taste of the intended customer.

5.2 Research Methodology:

An exploratory research was done to determine the factors which can influence the user's adoption of Internet Banking so that innovative relationship among the selected variables can be established . Most of the variables selected have been a part of the past banking literature . At the same time the situations and perspectives of a developing country have been kept in mind while selecting the same so that a relevant model can be established .

5.3 **Research Design.**

Primary data was collected using a semi-structured , self- administered questionnaire administered to a relevant sample population. Responses were sampled and subjected to popular statistical formulations in order to predict relationships and variations among the variables selected .



5.4 **Data Collection :**

The survey method was used for collecting primary data . A sample of 200 people was selected randomly from National Capital Region (NCR),India. All randomly selected respondents were bank customers. A large proportion of the participants were employed in private engineering colleges, private and public companies in NCR, were students or housewives. Some of the participants were self-employed, professionals or running their own independent businesses in NCR. A total of 150 useful responses were collected, resulting into a response rate of 75 per cent (150 out of 200).

5.5 Questionnaire Design

A semi-structured questionnaire was adopted to collect data with the help of multiple item measures using a 5-point Likert scale with (1) representing strongly disagree and (5) representing strongly agree. The questionnaire had 22 questions in all. Four questions were designed to analyze the demographic characteristics of the sample. Rest were designed using the above mentioned scale to test the formulated hypothesis. A self- administered questionnaire was used for data collection with short, clearly worded and unambiguous questions. It started with questions on demographics to make respondents familiar and comfortable. No open ended questions were used

5.6 Sampling Method :

The populace incorporates male and female clients of MBA universities, Bankers, with the criteria: Customers utilizing Internet Banking administrations. Convenience sampling technique has been used

Sample Size : 150

Tests Used

T-test

In this dissertation we have used the Independent Samples T-test.It is utilized when two separate arrangements of autonomous and indistinguishably dispersed examples are acquired, one from each of the two populaces being looked at.

ANOVA

Analysis of variance (ANOVA) is an investigation device utilized as a part of insights that parts the total fluctuation found inside an informational collection into two sections: systematic factors and random factors. The systematic factors affect the given informational collection, yet the random factors don't. Experts utilize the analysis of the variance test to decide the outcome autonomous factors have on the needy variable in the midst of a regression study. Analysis of variance is useful for testing at least three factors. There are two sorts of examination of variance: one-way (or unidirectional) and two-way. A restricted or one-way ANOVA assesses the effect of a sole component on a

sole reaction variable. It decides if every one of the samples are the same. Two-way ANOVA enables an organization to look at specialist profitability in light of two autonomous factors. It is used to watch the cooperation between the two variables. It tests the impact of two variables in the meantime.In this dissertation we have used the One-Way ANOVA.

Regression Analysis

Regression is an accurate measure used to choose the nature of the association between one ward variable (as a rule implied by Y) and a movement of other advancing elements (known as autonomous components). The two crucial sorts of regression are straight regression and multiple regression, regardless of the way that there are non-direct regression methods for more bewildered data and examination. Direct regression uses one autonomous variable to illuminate or envision the aftereffect of the dependent variable Y, while multiple regression uses no less than two free factors to predict the outcome. In this dissertation we have used the Multiple Linear Regression Analysis.

5.7 Factors Affecting Online Banking Adoption

Social Influence (SI*)."* SI has often been discussed in studies dealing with internetadoption and is known to impact the adoption of internet and other new technologies by users. Venkatesh and Morris (2000) discuss the interaction between gender and SI. SI pertains to the degree to which one relies on his or her own opinion or places importanceon social image, other's advice or perceptions. Davis *et al.* (1989) mention that users might decide to use a technology based on reasons other than one's own beliefs andfeelings."

Internet banking awareness*(*IBA)." In this research study, the construct awareness(AW) refers to the information that the user possesses regarding availability of onlinebanking, range of services, process of signing up and benefits and risks involved.Awareness has been cited as an important factor in determining a user's adoption of internet banking (Sathye, 1999; Pikkarainen *et al.*, 2004). In India, recent trends show that banks and other e-services are increasingly following the practice of highlighting the internet banking services that can be availed by the user".

Quality of the internet connection***(QI)***. "The quality of internet (QI) banking, defined in terms of speed and continuity, can influence user's perception of the ease of use. A low-quality connection can make completion of banking tasks difficult and lead to

uncertainty regarding the status of transaction. This can adversely impact the degree of PEOU and affect the adoption of internet banking. On the other hand, a better internet service can enhance the user's perception of ease of use and make the user more inclined to use internet banking (Sathye, 1999)".

Computer self-efficacy***(CSE)***. "Computer self-efficacy (CSE) refers to the degree to which an individual relies on his or her own abilities to use the service with no or minimal assistance. The assistance can be in the form of a manual, a phone call or acustomer representative. The CSE can vary depending on the cumulative experienceand learning from earlier use of a variety of technologies. A number of studies establish the relationship between CSE and the degree of use of internet banking and CSE "

Attitude (AT): It is defined as a function of Perceived usefulness of a product or service and its perceived Ease of Use as seen by the User.

Social Influence	A1: I would use Internet banking if my friends recommend it	Venkatesh and Morris (2000), Davis *et al.* (1989)
	A2 : My friends think I should use Internet banking	Venkatesh and Morris (2000), Davis *et al.* (1989
	A3: My family thinks I should use Internet banking	Venkatesh and Morris (2000), Davis *et al.* (1989
Internet Banking Awareness	A4:I have sufficient information about Internet banking services	Wang et al. (2003)
	A5:I have sufficient information regarding use of Internet banking	Wang et al. (2003)
	A6:I am well informed about the benefits of using Internet banking services	Wang et al. (2003)
Quality of Internet	A7:I have adequate access to Internet	Sathye (1999),
	A8:My access to Internet is easy	Sathye (1999)

	A9:Internet helps me access banking services anytime	Sathye (1999)
Computer Self Efficacy	A10:I am confident in troubleshooting basic computer problems	Davis *et al*. (1989)
	A11:I am comfortable in using computer to organize information	Davis *et al*. (1989)
	A12:I can easily perform Internet banking transactions on my computer	Davis *et al*. (1989)
Attitute	A13:Internet banking is a good idea	Al-Somali *et al*. (2009)
	A14:Using Internet banking for financial transactions is also a good idea	Al-Somali *et al*. (2009)
	A15:Attitude towards Internet banking is positive	Al-Somali *et al*. (2009)
Intention to Use Internet Banking	A16:I will be using Internet banking in future regularly	Lai and Li (2005)
	A17:I will recommend peers to use Internet banking	Lai and Li (2005)
	A18:I have intention to use Internet banking in future	Lai and Li (2005)

5.8 Similar Studies on Online Banking Adoption

A number of research studies have been conducted with the objective of unearthing the factors affecting adoption of internet banking technologies by users in developed countries (Daniel, 1999; Sathye, 1999; Ramsey and Smith, 1999; Mols, 2000;Thornton and White, 2001; Kuisma et al., 2007). Although some studies have also been reported on developing countries in Asia, Africa, Europe and South America, the research on this topic in developing countries is far from adequate and needs further attention (Anandarajan et al., 2000; Ekin and Polaoglu, 2001; Al-Somali et al., 2009;Gikandi and Bloor, 2010; Adesina and Ayo, 2010; Riffai et al., 2011). Here investigationanout the issues concerning acceptance of internet banking technologies in developing countries. The literacy rates in rural India are low, and internet literacy is even lower. Therefore,

this work is largely based on urban India in order to collect valid data. Polatoglu and Ekin (2001) observed that customer adoption of cyber banking as welltheir satisfaction derived from such facility is significantly affected by their risk perception. Hosein (2010) further suggests that potential and existing users may find it cumbersome to use online banking services, resulting in drop in intention to adopt the same. Security is being defined as a threat which creates circumstance, condition, or event with the potential to cause economic hardship to data or network resources in the form of destruction, disclosure, modification of data, denial of service, and/or fraud, waste, and abuse According to international experts, usage of open networks primarily leads to security concerns among customers. In other words, it refers to fear of personal financial information being available to others via the internet and being used for fraudulent purposes. Banking customers need to be convinced regarding their security concerns toward e-banking, since they believe the internet payment channels are not secure and can actually be intercepted (Jones et al., 2000).

CHAPTER 6

ANALYSIS OF THE DATA COLLECTED BY SPSS

6.1 **Data Analysis**

Gender Analysis of Sample Respondents

	Frequency	Percentage
Male	87	58.0
Female	63	42.0
Total	150	100.0

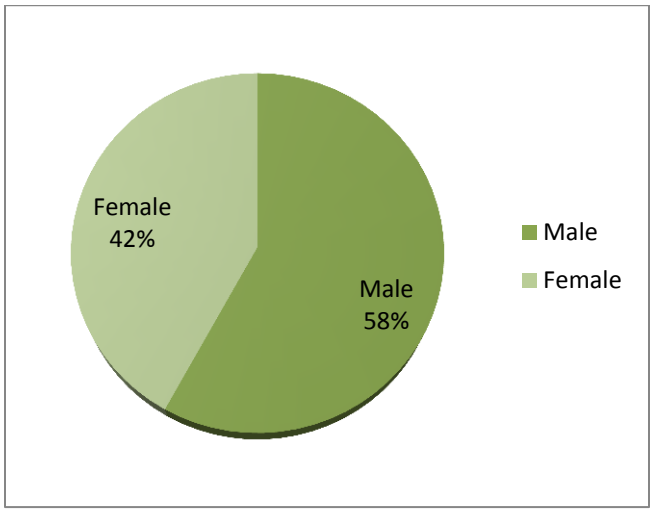


Fig 6.1 Percentage of Males and Females

58% of the total respondents were male while 42% were female

User Category Analysis of Respondents

	Frequency	Percentage
Student	41	27.3
Housewife	54	36.0
Professional	40	26.7

Service	15	10.0

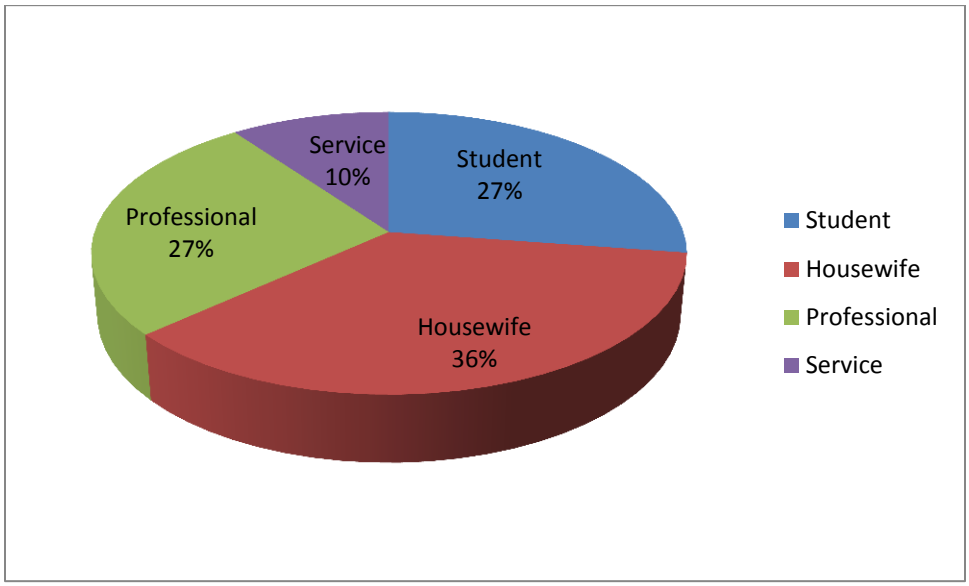


Fig 6.2 Pie Chart Showing User Category Distribution

Out of the total respondents-36% were housewives, 27% were Professionals,27% were Students and the rest belonged to service personnel.

Age Analysis of Respondents

	Frequency	Percentage
Less than 20	**61**	**40.7**
20-30	**49**	**32.7**
30-40	**25**	**16.7**
Greater than 40	**15**	**10.0**
Total	**150**	**100.0**

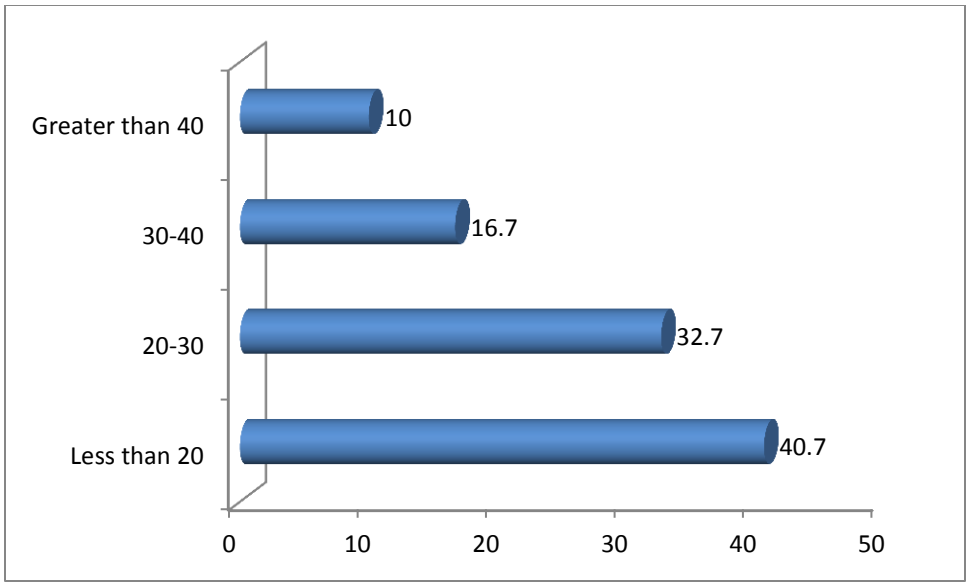


Fig 6.3 Figure shows the percentage distribution of age of respondents

33% of the total respondents were in the age group of 20-30 years, 40 % of the respondents were less than 20 years old, 17% of the respondents were in the age group of 30-40 years and the rest were older than 40 years.

Income Analysis of Respondents

Income	Frequency	Percentage
Less than 2 lakh	39	26.0
2-5 Lakh	69	46.0
5-8 lakh	32	21.3
Greater than 8	10	6.70
Total	150	100.0

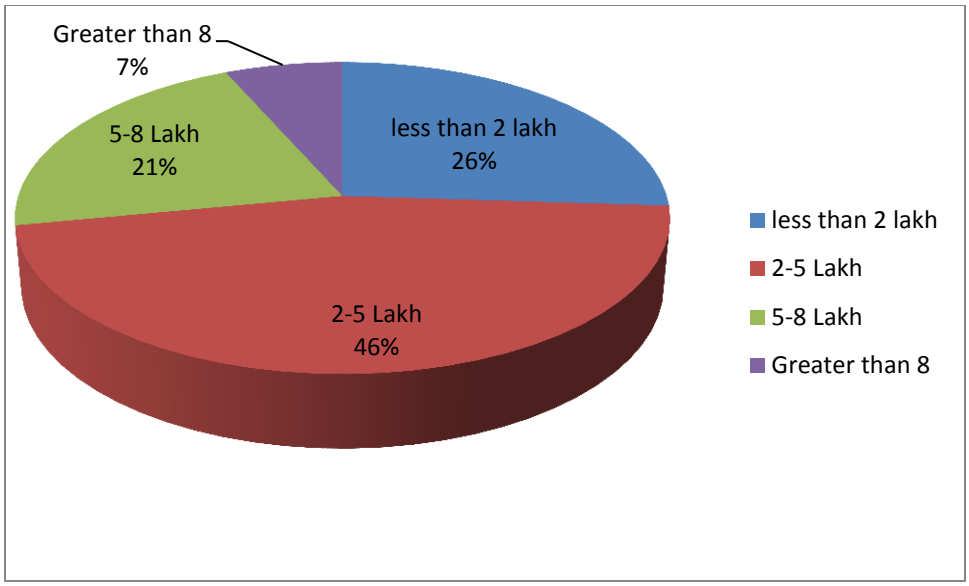


Fig 6.4 Figure Shows the Income Distribution of the respondents.

46% of the respondents were in the income range of 2-5 lakh.26 % were in the income group of less than 2 lakhs, 21% were in the income group of 5-8 lakh and the rest had incomes greater than 8 lakh.

T-TEST Analysis

H_{06}: There is no distinction in Males' and Females' observation for SI, IBA,QI, CSE,AT, and the Intention to adopt Internet Banking.

Independent variable	Dependent variable	Significant level	Null Hypothesis
GENDER	Social influence	0.794	accepted
	Internet Banking Awareness	0.045	rejected
	Quality of Internet connection	0.207	accepted
	Computer self-efficacy	0.836	accepted
	Attitude	0.554	accepted

	Intention to adopt Internet Banking.	0.215	accepted

Table 4.3: T-Test analysis between GENDER and Independent Variables

INFERENCE

After doing the T-test, it can be inferred from the table that **Males' and Females'** perception for SI, QI ,CSE, AT, and the Intention to adopt Internet Banking. are same (Value of P>0.05).. However, **Males' and Females'** perception for IBA is different (Value of P<0.05).

.

OneWay ANOVA Analysis

H_{08}: There is no distinction in Age and recognition for SI, IBA, QI,CSE,AT, and the Intention to adopt Internet Banking.

.

Independent variable	Dependent variable	Significant level	Null Hypothesis
AGE	Social influence	0.247	accepted
	Internet Banking Awareness	0.000	rejected
	Quality of Internet connection	0.012	rejected
	Computer self-efficacy	0.000	rejected
	Attitude	0.016	rejected
	Intention to adopt Internet Banking.	0.027	rejected

Table

INFERENCE

After doing the Annova Analysis, it can be inferred from the table that **Age** and Perception for. SI are same (Value of P>0.05), hence null hypothesis is accepted. However, **Age** and Perception for IBA, QI ,CSE, AT, and the Intention to adopt Internet Banking different (Value of P<0.05).

Annova analysis between User Category and Independent Variables

OneWay ANOVA Analysis

H_{09}: There is no distinction in User Category and recognition for SI, IBA, QI ,CSE, AT, and the Intention to adopt Internet Banking. .

Independent variable	Dependent variable	Significant level	Null Hypothesis
USER CATEGORY	Social influence	0.001	rejected
	Internet Banking Awareness	0.000	rejected
	Quality of Internet connection	0.000	rejected
	Computer self-efficacy	0.000	rejected
	Attitude	0.009	rejected
	Intention to adopt Internet Banking.	0.001	rejected

INFERENCE

After doing the Annova, it can be inferred from the table that **User Category' and** perception for SI, IBA QI ,CSE, AT, and the Intention to adopt Internet Banking are different (Value of P<0.05).. , Null Hypothesis has been rejected.

OneWay Anova Analysis.

H_{010}: There is no distinction in Income Level and recognition for SI, IBA, QI ,CSE, AT, and the Intention to adopt Internet Banking.

Independent variable	Dependent variable	Significant level	Null Hypothesis
INCOME	Social influence	0.033	rejected
	Internet Banking Awareness	0.000	rejected
	Quality of Internet connection	0.289	accepted
	Computer self-efficacy	0.000	rejected
	Attitude	0.001	rejected
	Intention to adopt Internet Banking.	0.326	accepted

INFERENCE

After doing the Annova Analysis, it can be inferred from the table that **Income** and recognition for QI and the Intention to adopt Internet Banking. are same (Value of P>0.05).. while in case of SI,IBA,CSE and AT, it is different(Value of P<.05)

REGRESSION ANALYSIS

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	AT, SI, QI, IBA, CSE[b]	.	Enter

a. Dependent Variable: INT
b. All requested variables entered.

IV	DV	P value	Beta Value	Null Hypothesis
SI		**.002**	**0.209**	**Rejected**

IBA	**INT**	**.000**	**0.406**	**Rejected**
QI		**.000**	**0.281**	**Rejected**
CSE		**.000**	**0.270**	**Rejected**
AT		**.006**	**0.160**	**Rejected**

- SI (Social Influence) has a significant effect on the Intention to Adopt Internet Banking(Value of P<0.05) ,so null hypothesis was rejected.
- IBA(Internet Banking Awareness) has a significant effect on the Intention to Adopt Internet Banking(Value of P<0.05) , so null hypothesis was rejected
- QI(Quality of Internet) has a significant effect on the Intention to Adopt Internet Banking(Value of P<0.05) , so null hypothesis was rejected
- CSE(Computer Self-Efficacy) has a significant effect on the Intention to Adopt Internet Banking(Value of P<0.05) , so null hypothesis was rejected
- AT(Attitude) has a significant effect on the Intention to Adopt Internet Banking(Value of P<0.05) , so null hypothesis was rejected
- IBA has the most significant(40.6%) contribution on Intention to Adopt Internet Banking(Beta Value 0.406), so null hypothesis was rejected

Model	R Square	Adjusted R Square	R Square Change	Sig. F Change
1	.541	.525	.541	.000

- 54.1% of the Variance in Intention to adopt Internet Banking can be explained by one's level of Social Influence , Internet Banking Awareness, Quality of Internet ,Computer Self Efficacy and Attitude.

6.2 **Major Findings .**

In this Study, 5 factors were analyzed with the help of 15 variables. Their impact on the Intention to adopt Internet Banking was studied. There were five independent factors and one dependent factor i.e Intention to adopt Internet Banking.

A multiple linear regression was calculated to predict Intention to Adopt Internet Banking based on Social Influence, Internet Banking Awareness, Quality of Internet,Computer Self Efficacy and Attitute., A significant regression equation was found ($F(5,144) = 33.878$, $p < 0.000$), with an R^2 of 0.541. Participants' predicted Intention to Adopt Internet Banking = -0.503+0.283(SI) +0.362(IBA)+0.223(QI)+0.230(CSE)+0.148(AT), where [SI] is coded or measured as A1,A2,A3 , [IBA] is coded or measured as A4,A5,A6, [QI] is coded or measured as A7,A8,A9 , [CSE] is coded or measured as A10,A11,A12 and [AT] is coded or measured as A13,A14,A15. Object of measurement [Intention to adopt Internet Banking] showed 54.1% variance due to SI,IBA,QI,CSE and AT with IBA having most significant impact(40.6%) on the Intention to adopt Internet banking. All Independent Variable, namely Social Influence[SI],Internet Banking Awareness[IBA],Quality of Internet[QI], Computer Self Efficacy[CSE] and Attitute[AT] were significant predictors of [Intention to adopt Internet Banking] since the P value for all of the was <0.05.

6.3 Recommendations

It has been observed that Internet banking Awareness is seen as a major contributor influencing adoption of Internet Banking. Therefore, the banking sector must take steps to promote and advertise this form of banking among the public which in turn will further incline the ultimate user to move away from conventional form of banking. Quality of Internet was also seen to contribute significantly to the adoption of Internet Banking and thus in the respect of a developing country , steps should be taken to ensure that digital infrastructure is developed at a rapid pace. Also, there is a need for basic computer education for the society at large so that people from all walks of life can take benefits of online banking.

6.4 **Limitations and Future Research**

In this study there are some research limitations which needs acknowledgement. Very firstly this method employed a convenience sample and not the random sampling of general customers. This study does not take into consideration all factors and some significant variables might have been missed which would have influenced behavior of

consumers in respect of internet banking. Also ,the sanctity of the responses generated may be in question because the attitude
of the respondents is unknown

CHAPTER 7

CONCLUSION

7.1 Future Prospects

Online Banking and its adoption in developing countries ,especially India has been growing at a rapid pace and rightly so with the need of the hour. Online or Internet Banking provides an alternate medium to access the various banking services offered through physical mode. In this era of globalization and high speed transactions , it is imperative that alternate modes of accessing banking services are available to the masses. However, there are some issues which haunt the general public while transferring his daily banking activities to the offline mode. The presence of a large number of anti- social elements ,hackers, data thieves makes online transactions a risky proposition. With a huge increase in the number if cybercrimes in India in the past decade , the situation is still not present . General awareness about Online Banking services is also a factor which can lead to its increased adoption as seen in the above analysis. India is a vast country with both rural and urban landscapes. Making all the sections of the society aware is a challenging task. Also, banking network in rural India is scattered when compared to urban areas. Banks are trying to advertise online banking as a medium with more convenience and less cost for the customer. According to a report by A.T Kearney, cost of a physical transaction is 50% more compared to the same being made through net banking, provided the nature of the transaction is same. With the central government decision to ban the use Rs 500 and Rs 1000 notes as legal tender in India from November, 2016-the “volume of online transactions has increased many fold . As per a Times of India report Volume of transactions using Rupay card has increased from 3.85 lakh per day to 16 lakh per day and value from Rs 39.17 crore to Rs 236 crore Digital transactions have surged in the range of 400-1,000 per cent since November 8 “ Another significance role was played by mobile wallets like Paytm, Payzapp, Mobikwick .Most of the public and private sector banks have come up with dedicated wallets-ICICI Pockets, SBI Buddy etc. “ Transactions on e-wallets have increased from 17 lakh per day to 63 lakh per day and value of transactions has increased from Rs 52 crore to Rs 191 crore.” These are impressive numbers for the

online banking section. Not only have the banks witnessed a steep rise in non -cash transactions ,but also all money transactions are now under the purview of the regulatory mechanism which could easily lead to a higher tax compliance and greater revenues for the government .

With the Government of India inclined to build IT Infrastructure in the country through the much appreciated schemed like Digital India ,the scope of service offered through internet banking and the percentage of the population is expected to increase. Online banking in the developing countries has immense scope of growth with the services being offered through this mode increasing manifold. Yet despite the array of financial services on offer , customers will need a sense of security and credibility due to the volatility and uncertainties involved in the financial system. The solution is a prolonged and symbiotic partnership among the various stakeholders of the banking industry so that their endeavors bear sweet fruits in future.

CHAPTER 8

REFERENCES

Sujeet Kumar Sharma, Srikrishna Madhumohan Govindaluri, (2014) "Internet banking adoption in India:Structural equation modeling approach", Journal of Indian Business Research, Vol. 6 Issue: 2, pp.155-169,

Pallab Sikdar, Amresh Kumar, Munish Makkad, (2015) "Online banking adoption: A factor validationand satisfaction causation study in the context of Indian banking customers", International Journal of Bank Marketing, Vol. 33 Issue: 6, pp.760-785

Grabner-Krauter, S. and Faullant, R. (2008), “Consumer acceptance of internet banking: the influence of internet trust”, International Journal of Bank Marketing, Vol. 26 No. 7, pp. 483-504.

Rotchanakitumnuai S, Speece M (2003) Barriers to internet banking adoption: a qualitative study among corporate customers in Thailand.Int. J. Bank Mark. *21*(6): 312-323

Khushbu Madan, Rajan Yadav, (2016) "Behavioural intention to adopt mobile wallet: a developingcountry perspective", Journal of Indian Business Research, Vol. 8 Issue: 3, pp.227-244

Venkatesh, V. and Bala, H. (2008), “Technology acceptance model 3 and a research agenda on interventions”, *Decision Science*, Vol. 39 No. 2, pp. 273-315.

Venkatesh, V. and Davis, F.D. (2000), “A theoretical extension of the technology acceptance model: four longitudinal field studies”, *Management Science*, Vol. 46 No. 2, pp. 186-204.

Venkatesh, V., Morris, M.G., Davis, G.B. and Davis, F.D. (2003), “User acceptance of information technology: toward a unified view”, *MIS Quarterly*, Vol. 27 No. 3, pp. 425-478.

Venkatesh, V., Thong, J. and Xu, X. (2012), “Consumer acceptance and use of informationtechnology: extending the unified theory of acceptance and use of technology”, *MIS Quarterly*, Vol. 36 No. 1, pp. 157-178.

Wu, M.Y., Chou, H.P., Weng, Y.C. and Huang, Y.H. (2008), “TAM-2 based study of website user

behavior– using web 2.0 websites as an example", *WSEAS Transactions on Business and Economics*, Vol. 4 No. 8, pp. 133-151. Xin, H. (2013), "Exploring the influence of trust and culture on mobile payment adoption", Doctoral Dissertation, Auckland University of Technology, Auckland.

Yadav, R., Sharma, S.K. and Tarhini, A. (2016), "A multi-analytical approach to understand and predict the mobile commerce adoption", *Journal of Enterprise Information Management*, Vol. 29 No. 2, pp. 222-237.**243** Intention to adopt mobile wallet

Tatjana Apanasevic, Jan Markendahl, Niklas Arvidsson, (2016) "Stakeholders ' expectations of mobile payment in retail: lessons from Sweden", International Journal of Bank Marketing, Vol. 34 Issue: 1,pp.37-61

Shin, D. (2009), "Towards an understanding of the consumer acceptance of mobile wallet",Computers in Human Behavior, Vol. 25 No. 6, pp. 1343-1354.

Song, M., Parry, M.E. and Kawakami, T. (2009), "Incorporating network externalities into thetechnology acceptance model", Journal of Product Innovation Management, Vol. 26 No. 3,pp. 291-307.

Srinivasan, R., Lilien, G.L. and Rangaswamy, A. (2004), "First in, first out? The effectsof network externalities on pioneer survival", Journal of Marketing, Vol. 68 No. 1 pp. 41-58.

SvD (2014), "Swedbank lägger ned betallösningen Bart", (in Swedish) svd.se, 21 January,available at: www.svd.se/naringsliv/swedbank-lagger-ned-betallosningen-bart_8913772.svd

Untitled form

Online Banking and Its Adoption in India

* Required

1. **Age** *
   Mark only one oval.
   - ◯ Less than 20
   - ◯ 20-30
   - ◯ 30-40
   - ◯ Greater than 40

2. **Gender** *
   Mark only one oval.
   - ◯ Male
   - ◯ Female

3. **User Category** *
   Mark only one oval.
   - ◯ Student
   - ◯ Housewife
   - ◯ Professional
   - ◯ Service

4. **Income** *
   Mark only one oval.
   - ◯ less than 2 lakh
   - ◯ 2-5 Lakh
   - ◯ 5-8 Lakh
   - ◯ Greater than 8

5. **I would use Internet banking if my friends recommend it** *
   Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

6. **My friends think I should use Internet banking** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

7. **My family thinks I should use Internet banking** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

8. **I have sufficient information about Internet banking services** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

9. **I have sufficient information regarding use of Internet banking** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

10. **I am well informed about the benefits of using Internet banking services** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

11. **I have adequate access to Internet** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	strongly agree

12. **My access to Internet is easy** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

...

13. **Internet helps me access banking services anytime** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

14. **I am confident in troubleshooting basic computer problems** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

15. **I am comfortable in using computer to organize information** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

16. **I can easily perform Internet banking transactions on my computer** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

17. **Internet banking is a good idea** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

18. **Using Internet banking for financial transactions is also a good idea** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

19. **Attitude towards Internet banking is positive** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

20. **I will be using Internet banking in future regularly** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

21. **I will recommend peers to use Internet banking** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

22. **I have intention to use Internet banking in future** *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

ayush gupta

ORIGINALITY REPORT

13%	7%	2%	10%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.managementparadise.com Internet Source	2%
2	fr.slideshare.net Internet Source	1%
3	Submitted to Amity University Student Paper	1%
4	Submitted to Greenwich School of Management Student Paper	1%
5	IJBM, Editor. "International Journal of Business and Management, Vol. 4, No. 4, April 2009", International Journal of Business and Management, 2009. Publication	1%
6	Submitted to American Intercontinental University Online Student Paper	1%
7	Submitted to Teerthanker Mahaveer University Student Paper	1%